

B2B Email Marketing Case Study

The Marketing Solution:

"Market Location proposed that we should test their B2B Email Marketing solution to meet these objectives and we've never looked back since."

Why Market Location?

"We chose to work with Market Location for a number of reasons, but specifically because they had a large database of business email addresses that had double opted-in to receive third party email campaigns. We also liked the fact they were a trusted UK brand and had developed their own email marketing broadcast software.

By targeting The Market Location Database of Businesses we can reach a very large proportion of the UK's SME population quickly and cost effectively."

The Results:

"On average we broadcast 120,000 emails every week. Each email campaign contains around 40,000 emails, and we complete three targeted campaigns every week. Our open rates are consistently around 15 - 20% and the campaigns produce a steady stream of new enquiries for our telesales team to follow-up. In fact, the consistency of the Market Location email service has allowed us to increase the number of emails we send, grow our company turnover and increase the number of sales people we employ."

What specifically do you feel Market Location were able to add to your email marketing campaigns?

"Market Location are database marketing experts and this is apparent by the quality of their email database. We've tested other providers in the market and still come back to using them."

Anything else you would like to add?

"In short, we continue to use the Market Location email service because it makes good business sense!"

Neil Sherring,
CEO of Windsor Telecom
(www.windsor-telecom.co.uk)
talks to us about why they still continue to choose **B2B Email Marketing from thomsonlocal** after more than **10 years**.



Neil Sherring
CEO of Windsor Telecom

About Windsor Telecom:

Windsor Telecom
(www.windsor-telecom.co.uk) is a leading UK telecoms provider. Their services include providing local and 03 UK wide phone telephone numbers, 0800 free-phone numbers, 0845 business numbers, inbound call handling and porting services.

The Business Objectives:

"The key business objectives we were looking to meet when we approached Market Location were to deliver leads to support our Telesales team and raise awareness of our telecoms proposition amongst UK businesses."

“ To speak to a Market Location Consultant about how we can help improve your email marketing please contact us. ”

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